

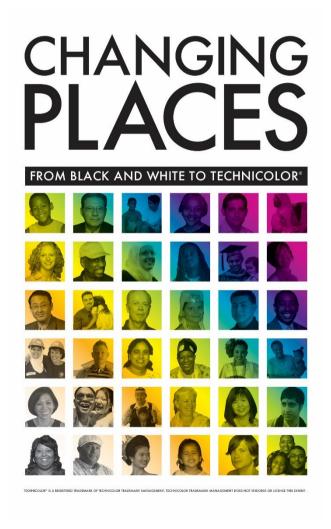


Who is Levine Museum of the New South?

Mission:

Engage a broad-based audience in the exploration and appreciation of the diverse history of the South since the Civil War, with a focus on Charlotte and the surrounding Carolina Piedmont...provides historical context for contemporary issues and a community forum for thoughtful discussion.

From Changing Places to Latino New South

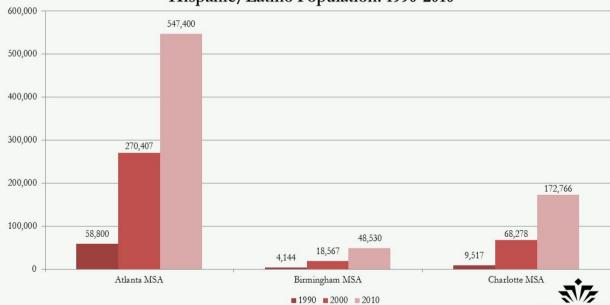




Hispanic Population

UNC CHARLOTTE





Source: U.S. Census Bureau - Decennial Census 1990, 2000, 2010

Innovation Lab Grant

The Innovation Lab for Museums is designed to help museums incubate and test innovative strategies to address adaptive challenges in all areas of their operations.









Latino New South: A Learning Network







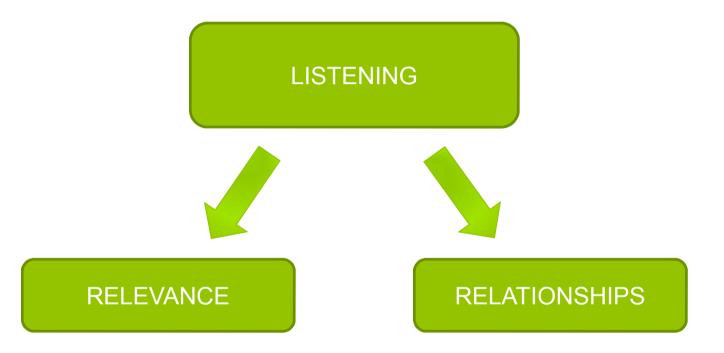
Questions to explore

 How do we use museum resources to help the Latino community to adapt and thrive?

 How can our institutions bring Latinos and non-Latinos together to learn about one another?

 How do we all work together on common community challenges?

WHY LISTEN?



Benefits of listening

- 1. Authentic Connection to Audience
- 1. Responsive Relationship
- 1. Alignment with Community
- 1. Stretching Staff Capacity
- 1. Strengthens a Culture of Reciprocity
- Supports a Culture of Philanthropy

Listening Session Approach

- 1. Build a framework around a central issue or idea
 - will our cities be welcoming places or will our communities fragment?
- 2. Think strategically about whom to include
 - From museum staff to community members
- 3. Format a session to encourage participation
 - Time, place, language
- 4. Enable use and further engagement
 - Follow up and follow through



7 INSIGHTS



1. Latinos are here to stay



2. From many cultures



3. Bi-culturalism is growing



4. Extended families are important



5. Bridging is essential

schools
1 in 5 CMS students speak
another language at home
More than 20 percent of students
Christian Medicaburg Schools

More than 20 percent of students in Charlotte-Mecklenburg Schools speak a language other than English at home, and just over 10 percent are classified as having limited proficiency in English, according to recently released totals.

The district has 143,866 students including pre-kindergarteners, and 31,166 speak another language at home, according to a CMS report. The top five home languages are Spanish, Vietnamese, Arabic, French and Russian.

According to the report, more than three-quarters of the students whose families speak another language were-born in the United States.

There are 14,891 students classified as having limited English proficiency, down slightly from last year.

— ANN DOSS HELMS

6. Language is a powerful symbol

7. Becoming "documented" is difficult

What is ¡NUEVOlution!?

- 1.2M exhibition most involved, expensive LMNS project to date
- Explores surprising ways Latinos are shaping the South and the South is shaping Latinos
- 3,500 sq. ft. exhibition with related programming, civic dialogue, collaborative art projects, community outreach

September 2015 – October 2016

¡NUEVOlution! Exhibition Content

SECTION 1

Intro Area:

- Surprising ways Latinos are shaping the South
- Encuentros definition
- History before 1990
- Population statistics and impact

SECTION 2

My Encuentros:

- Complex issues of identity
- What makes someone American? Southern?
- Citizenship
- Desencuentros definition

SECTION 3

Our Encuentros:

- Connections to Southern history
- Policy implications for communities
- Diverse stories
- Tensions, stereotypes and opportunity

SECTION 4

Future Encuentros:

- Imagining a future South
- Affecting change within communities
- Biggest hopes/fears for the future
- Tracking trends

NUEVOlution!

Gainesville, GA

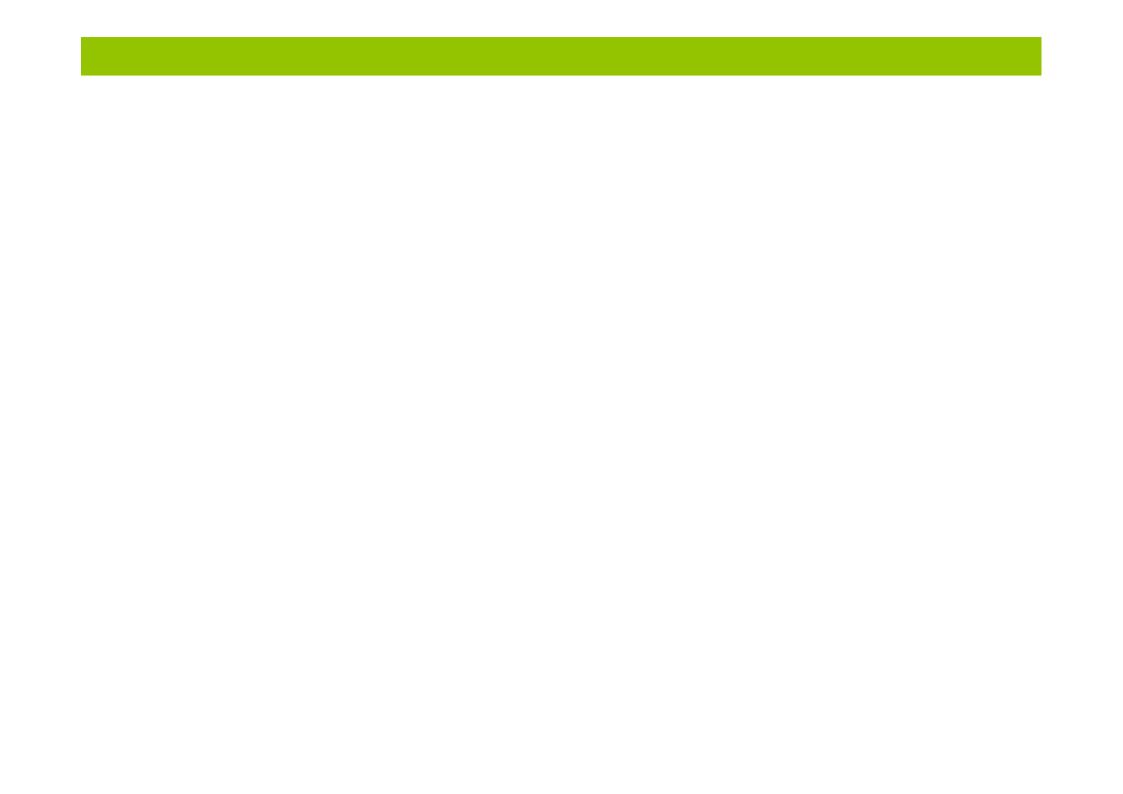
https://www.youtube.com/watch?v=o8gy4tT3o1Y&feature=youtu.be

Camino Church, Charlotte, NC

https://www.youtube.com/watch?v=5S8d95FPXCc&feature =youtu.be

The Power of Stories

- Story trumps data: stories give structure and meaning and help people organize and make sense of data.
- No story without data, no data without story



"Museums should not ask, 'what can we get from our communities?' They should ask, 'How can we use the resources of the museum to help the community tackle its pressing challenges?'

Emily Zimmern, former President and CEO, Levine Museum

